STARTUP PROGRAM- A TOOL FOR CREATING A NEW ECOSYSTEM FOR DEVELOPING ENTREPRENEURIAL ENVIRONMENT IN COUNTRY: A CRITICAL STUDY OF WESTERN UTTAR PRADESH

A

Synopsis

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1. INTRODUCTION- STARTUP INDIA

On 15th August 2015, PM Shri Narendra Modi announced the initiative at the Red Fort as Startup India and on 16th Jan 2016 it was officially flagged by Finance minister Arun Jaitley. Startup India is an initiative of the Government of India, intended to build a strong eco-system to nurture the startups in the country that could drive sustainable economic growth and generate large scale employment opportunities. The Government through this initiative aims to empower the startups registered in the country. As outlined in the policy, "To simplify the registration process of startups, the policy allows self- certification for compliance with labour and environmental laws. It allows the registration of startups through Startup India App in a day. The policy provides 80 per cent rebate in patent filing. In order to provide funding support to start-ups, Government will set up INR 2,000 crore credit guarantee fund for startups through National Credit Guarantee Trust Company / SIDBI over 4 years. To foster innovation and to promote startup ecosystem, NITI Aayog plans to set up 100 incubation centers across the country. The incubation centers organize startup fests and set up new research parks. The government has also announced plans to make it easier for startups to close their businesses if they are winding up operations. The program is off to a decent start with some challenges on the execution and implementation front.

1. MEANING- STARTUP, STARTUP ECOSYSTEM, DPIIT RECOGNIZED STARTUPSAND STAGES OF STARTUPS

Startup is defined as "an entrepreneurial venture or a new business in the form of a company, a partnership or temporary organization designed and search of a repeatable and scalable business model".

According to government of India, "Startup means an entity, incorporated or registered in India:

- Not prior to five years from the date 16th Jan 2016.
- With an annual turnover not exceeding INR 25 Crores in any preceding financial year.
- Working towards innovation, development, deployment or commercialization of new products, processes or services driven.

STARTUP ECOSYSTEM

All across the world and within our country, the startup ecosystem is growing with varying level of success. Besides the entrepreneurs themselves, the startup ecosystem consists of various stakeholders,

including incubators and accelerators, investors, service providers, educational and research institutions, and big companies. The startup ecosystem thus brings the parts together (resources, investors, infrastructure, networking, marketing, experts, talent, etc.) which helps in the growth of a startups. Some startups relocate to new locations just because the ecosystem there is better. The entrepreneurs have to be proactive in order to utilize the benefits of the ecosystem. Besides providing support in terms of capital or funding from investors or other sources, knowledge and experience are the two most valuable things, which an entrepreneur gains from a startup ecosystem. Growing number of funds, angels, and support organizations such as incubators, accelerators, event platforms and academic programs support the startup ecosystem. Over the last 5 years or so, India has witnessed remarkable growth in the startup ecosystem, taking the total number of tech startups to 8900-9300 in the last five years. **According to Economic Survey 2021, Startup jobs rose to 1.75 lacs in 2020 from 1.52 lacs in 2019 due to an increase in the number of active recognition of startups to 14,784 from 11,694 in the same period.**

DPIIT RECOGNIZED STARTUPS

Department for Promotion of Industry and Internal Trade, Govt. of India, define a Startup as an entity incorporated or registered in India with following parameters:

1. **Company Age-** The period of existence and operations should not exceed 10 years from the date of incorporation.
2. **Company Type-** It should be incorporated as Private limited company, a registered partnership firm or Limited Liability Partnership.
3. **Annual Turnover-** It should have an annual turnover not exceeding Rs.100 crores for any of the financial years since its incorporation.
4. **Original Entity-** It should not have been formed by splitting up or reconstructing an already existing business.
5. **Innovative and scalable-** It should be working towards innovation, development or improvement of products or processes or services and a scalable business with a high potential of employment generation or wealth creation.

STAGES OF STARTUP

Startups are diversified and complex in nature, so every business entity have their own stage under which they occur. And they are as follows-

- **Ideation Stage-** This is the early stage when you have an idea for product or service. However, it considers a higher risk or even uncertainty level, continues working on the new venture idea, makes a team, uses personal funds, and asks family members and friends for their investment in the idea.
- **Validation Stage-** At this stage, a startup has a prototype ready and needs to validate the potential demand of the startup's product/service. Here startups conduct field trials, test the product on a few potential customers, onboard mentors, and build a formal team.
- **Early Traction Stage-** This stage holds the utmost importance. This stage comes when the startup has launched its products or services in the market and acquired customers which directly generate revenues.
- **Scaling Stage-** At this stage, startups try to add revenue at a faster rate while also increasing efficiency and are generating sustainable profits.

2. PRESENT SCENARIO OF STARTUPS IN INDIA

As per the economic survey 2022, India has become the third largest startup ecosystem in the world after the US and China. Now, India has 65,466 startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT) with at least 14,000 recognized during fiscal 2022, according to the report. The survey added that with the launch of the Startup India initiative, recognized startups have now spread **across 623 districts. Each State and UT has at least one start-up.** 30 States and Union Territories have announced specific Startup Policies to support startups like Maharashtra, Karnataka, Delhi, Uttar Pradesh and Gujarat have the greatest number of startups. It highlighted that startup in India have grown remarkably over the past six years, with most of them in the IT/knowledge-based sectors. "Startups in India have grown remarkably over the last six years. **The number of new recognized startups has increased to over 14,000 in 2021-22 from only 733 in 2016- 17".** There is a continuous rise in the ranking of the economy in terms of startups. This is because of the continuous and adequate support of government.

3. GOVERNMENT SCHEMES

Government of India has launched this initiative in order to enable startup ecosystem. The government has taken several initiatives which include these three efforts which are as follows-

1. Improving entrepreneurial environment.

2. Providing direct supports to the basic needs to startups.

3. Provide entrepreneurial skills.

4. STARTUPS IN UTTAR PRADESH

The state of Uttar Pradesh with enormous potential for startups has been consistently moving towards building a powerful startup ecosystem in the state over past few years. The state announced its initially startup strategy **"IT & Startup Policy"** to promote the spirit of innovation and entrepreneurship which was subsequently changed as "IT and Startup Policy 2017". After sometime one more revision of the policy became important due to introduction of State's Startup Ranking Framework by government of India. Therefore, the state government has decided to launch new Startup Policy 2020 to make it more holistic and beneficial for the youth of the state. **At present time, there are approximately 19,703 startups and 6,000 DPIIT recognized startups in the state of Uttar Pradesh. According to the study, 'Indian Tech Startup Ecosystem: Year of The Titans', more than 2,250 startups were added in 2021, over 600 more than what was added in the previous year. By looking over this data, Uttar Pradesh has witnessed an exponential rise in startups. The key sector for Uttar Pradesh startups is construction & engineering.**

The policy of the state was rolled out with a vision to develop IT as a vehicle for holistic socio- economic development; with a focus of creating employment, promoting entrepreneurship, innovation and enhanced quality of life in the state. The state has also developed an INFUSE model (Incubators Fund of funds-Startup Entrepreneurs) to nurture the entire startup ecosystem of the state.

2. REVIEW OF LITERATURE

The review of literature forms a very essential part for any research work. Before starting any research work, the researcher must know till what extend the past studies has been done. The focus of your research must be on the existing problem statement to optimize the already existing issues. It helps to reflect on how prepared you are to carry out the intended research in addition to justifying the research

approach that you propose to use. This is very beneficial in generating ideas for the problem statement and prevents duplicating the work with other's research.

2.1 Startup India

Initiative like startup India have been introduced in the year 2016 to promote the entrepreneurial spirit among the youth in the country. Many researchers have defined the Startup Program of India in different contexts and perspectives. **Jayanthi D. (2019) and Anitha K. (2017)** both have explained "Startup India" initiative, which felt was a good move in the right direction to help the youth of India. They explored that this scheme is not only motivated and promoted new entrepreneurs towards the business that leads the growth of entrepreneurs but also the economy of the country. Moreover, with the help of Startup India Initiative, Government of India helps in promoting entrepreneurial spirit by mentoring, nurturing and facilitating startups. **Singh V. (2021)** reviewed the Startup Action Plan of Government of India which shows the positive impact on numbers of startups and seems that the startup ecosystem has reached the early traction stage and hence there is a strong need to focus on developing entrepreneurial culture. **Dutta (2016)** has studied the concept of Startup India campaign. In this study, an essential purpose is to put startups and the initiatives taken by Government of India into light. Startups are those companies who are creative in terms of development, analysis, evaluation and research for target audience or segments. In this paper, he focused on various government policies, plans, initiatives and schemes related to startups. This is particularly for encouraging the entrepreneurial spirit and availability of jobs to unemployed people.

According to **Nagayya et al. (2017)**, with the help of two programs i.e., Startup India on 16th January, 2016 having DIPP (Department of Industrial Policy and Promotion) and Standup India on 5th April, 2016 having MSME (Micro, Small and Medium Enterprise) its nodal agency focused on new directionas well as strategies for entrepreneurship, their innovation and inclusiveness for creating a favorable and liberal ecosystem.

On the other hand, **Henriques E. (2020)** has identified the Startup Companies in Goa and discovered that a start-up is described as an entrepreneurial enterprise that tries to satisfy a market place need, demand, or issue by building a sustainable business model around goods, services, processes, or platforms that are new to the market. Several initiatives have been launched by the Indian government

to encourage the creation of new businesses in the nation in order to increase employment and economic development. In a study conducted by **Noufal et al. (2017)** who has defined the prospects of entrepreneurial development in Kerala in their study "Entrepreneurial Development and the Prospects of Startups in Kerala's Industrial Economy: An Overview". In his study, conclusion is that the state should consider concentrated on the approach to foster skill development and entrepreneurial spirit. Further few relevant steps must be taken to raise the productivity of the firms.

2.2 Government Policies & Initiatives

The Government of India took several initiatives since the year 2014 for boosting the startup ecosystem. In this matter, 'Make in India' campaign introduced in September'14 to attract foreign investments and encourage the domestic companies which results in economic growth of the country. **Koshy P. (2019), Sardar H. (2019) and Sabarinathan G. (2014)** in their paper discussed about the schemes which have launched by the government to support the entrepreneurs in India. The Government of India has launched many new schemes in different sectors for promoting new innovative ideas and to create better and growing economy in terms of demographics, helps in reducing the unemployment and motivate the youth of India for job creator rather than the job seeker. They proposed that government should monitor and evaluate such government initiatives and design the program to make it easier for government and other investors to exit the program if the progress does not reach a milestone. There are hardly enough theories in designing a policy initiative to support entrepreneurship by the state. On the other hand, the government's initiative of a 19-point action plan on "Startup India Stand up India". The action plan which was divided across simplification and handling, funding support and incentive, industry-academia partnership and incubation was analyzed. It was found that this campaign created positive aspects in promoting entrepreneurship, making it easy to incorporate and exit, provision of incubation facilities, tax benefits and many more. Few explored the government policies and initiatives introduced in Israel for fostering startup ecosystem in the country. The government introduced schemes like Yozma, TNUFA, NOFAR, HEZNEK and Magnet programs which provides various tax incentives to foreign venture capitalists and R&D support to the startup companies. A study conducted by **Subrahmanya B. (2017)** on entrepreneurial ecosystem in Bengaluru and Hyderabad and came to know that central government and regional government have played crucial role in the evaluation of an ecosystem in both

the cities.

2.3 Challenges or Causes for Failure of Startups

As everyone knows that startups gave birth to creative ideas which clearly provides an aid to find out the answers to a variety of unsought social problems. Despite of government considerable efforts, many startups are still facing issues like lack of financial support, lack of marketing opportunities, lackof technical education, digital illiteracy, competitive atmosphere etc. A study conducted **by Kumar M. (2021), Chincholkar S. *(*2021), Sharma S. (2020), Charyulu K. (2019) and Rizwana et al. (2019)** on "Startups- Challenges, Issues and Opportunities" faced by startup companies. They all have examined that at the time of scaling up the business all the problems encountered and the startups are struggling over the pooling of the funds from various sources of funds in the market like Bank, Non- Banking financial intermediaries, Venture capitalists, Angel Investors, crowd-funding. The results showed the non-availability of financial resources, less technical knowledge and acquisition of right talent for the right job etc. Hence there is strong need to be looked upon it. Their studies suggested that government will open private intermediary centers which will help to all those startups who want to take advantage of the government scheme but don't know how to take.

Like others, **Giardino et al. (2014), Swathy S. et al. (2014) and Kanchana et al. (2013)** talked about the difficulties and challenges faced by new entrepreneur while starting their businesses. Their study revealed that startups were quick in launching the product without understanding the market needs, though at the strategy level the need for it was recognized. The main challenges faced by new entrepreneurs include raising capital for Startup, inadequate finance, inefficient working capital management, dealing with competition, inadequate market research and knowledge, inappropriate marketing activities. They concluded that it is necessary to overcome these challenges in order to conduct an efficient business. **Kandasamy C. (2015)** in his research investigated the problem faced by Startups in Bangalore. The findings of the study revealed that major reason why startups fail is that they run into the problem of their being little or no market for the product that they have built. The study revealed that the Startups are facing problems related to inadequate market research, ineffective marketing management team, insufficient working capital, ineffective pricing & promotional Strategy. **Sodha S. (2019), Kaur K. (2017) and Kumar G. (2017)** in their papers discussed about challenges

faced by Indian startups at different stages of growth. Their study revealed that startups may face problems which could be related to infrastructure, rules or regulation of government laws and availability of finance at different phases of development stage. Also, these studies also mentioned that it is very important to prepare well before launching a new business, taking into account both internal and external issues that might affect its long-term viability.

Both **Pandey T. (2017) and Jamwal B. (2017)** came to the point that Startup India initiative government empowers the startup units to grow with innovation and design. In compliance with the initiative, Government of India has announced the Action Plan that addresses all aspects of the Startup ecosystem. This Action Plan helps to accelerate the growth in all the sectors. The Action Plan is divided across the areas namely Simplification and Handholding, Funding Support and Incentives, Industry-Academia Partnership and Incubation. Hence both of them explored the major difficulties faced by startups in India like lack of capital, delay in clearance from government agencies, red tappism etc and discussed the opportunities for startups in India.

Kumar, M. (2016) highlighted the challenges and prospects of start-up India, stand-up India. It begins with the concept of entrepreneur and its roots. They showcased the challenges for Indians in starting new business such as Financial and social challenges etc. They also discussed about the future prospects of Entrepreneurship in India with the intervention of central, state governments and large companies. Plan of Action are presented from the point of view of Government such as training and development, media campaigns, promoting rural entrepreneurship, improving infrastructure, monitoring mechanism etc. The conclusive part highlights about economic contribution of entrepreneurship and country's economic policy for its economic growth.

3. RESEARCH GAP

During the review process, the researcher finds the following research gaps:

- The most of the studies are related to the assessment of the government policies and program meant for startup at national level.
- There is very little number of studies describing the motivational factors which encourages youth for starting the business ventures. Thus, the study will find out the factors and their significance for youth to become an entrepreneur to promote the startup business.

- The researcher did not find any study in under which rationale of startup program and its progress has been discussed in view of a particular state like Uttar Pradesh.
- There are very few studies which are covering the causes or reasons of failure of startup particularly in Uttar Pradesh.
- The research did not find any significant study in respect of startup policy set up by any state government.

3.1 NEED OF THE STUDY

For a fast-growing economy like India, business venture is vital for making more positions and more organizations to coming to towards our fantasy of World's most elevated economy. The modern younger generations have digital knowledge and have a higher mindfulness level towards entrepreneurship as a career opportunity. They know about the changes occurring in the business environment. Holding more the younger generation and making appropriate alternative becomes the modern methodology to handle the issue of unemployment.

The Government of India's digital push has worked the availability for everyone and startup will have more straightforward line to tap into markets, regions and even traditional business. **The astonishing highlighted startup ecosystem with facilitates such as accessibility of seed capital, technology and ease of doing business has enhanced business opportunities for startup entrepreneurs, hence there is need for startup entrepreneur to avail these facilities. The present study will be concentrated on ecosystem of industrial development of state by inclusion of enterprises youth - full of technical and managerial skills and want to decide their own fate rather than follow the typical middle-class approach for earning the bread and butter. The study will focus the motivational factors, challenges, problems and prospects of startup with special reference to Uttar Pradesh through live case studies.**

4. RESEARCH QUESTIONS

The proposed study will try to find the answers to the following research questions:

- Will startup program develop a new class of entrepreneurs, new ecosystem for industrial development in the country and state level?
- What is the level of awareness among unemployed literate youth regarding government policies and

initiatives for startup?

- What are the motivational factors that stimulate the youth to start startup unit?
- What are the challenges that startups experienced during its establishment and growth?
- What are the factors responsible for the success and failure of startup companies?
- Do central and state governments assistance enough for startup units?
- Do the institutions involve in startup program act effectively and successfully in their respective role?
- Will startup program be successful to eradicate the unemployment in the state?

4.1 STATEMENT OF THE PROBLEM

During the proposed research, the researcher will focus to find the answer of the following:

Will the startup program develop a new class of entrepreneurs, new ecosystem for industrial development in the country and be successful to eradicate the unemployment?

5. OBJECTIVES OF THE STUDY

- To study the present scenario of entrepreneurial development in country and study the rationale of startup program.
- To study the government policies and initiatives for startups and to find out awareness level among the educated youth.
- To analyze the position and performance (Numbers, Capital investment, Turnover, Contribution in Job creation and exports) of startup units in India and State of Uttar Pradesh.
- To list out and rank the factors that motivates educated young generation for starting their startup units and necessary for success of startups in reference to Western Uttar Pradesh particularly.
- To find the challenges or causes for failure of a startup (Financial, Technical, Marketing, Managerial, Social, Institutional support) faced by startup entrepreneurs in reference to Western Uttar Pradesh particularly.
- To suggest an action plan to make the startup programs more effective and successful.

6. RESEARCH DESIGN & METHODOLOGY

6.1 HYPOTHESES

TABLE-1: HYPOTHESES

Ho1	**There is no significant relationship between government policies and programs:**	**GROWTH** 1. Increase the numbers. 2. Creating job opportunities. 3. Increase exports 4. Enhances Skill development & Community development. **AWARENESS** 1. Procurement of funds. 2. Tax exemption. 3. Reduction in cost. 4. Exit norms. **MOTIVATIONAL FACTORS** 1. Social Recognition. 2. Autonomy. 3. Self-efficacy. 4. Self-development. 5. Money. **SUCCESS FACTORS** 1. Finance 2. Marketing. 3. Personal Traits.

Ho2: Factors motivate for startups are equally distributed.

Ho3: All factors for success of startup units are equally distributed.

6.2 VARIABLES OF THE STUDY

TABLE-2: LIST OF VARIABLES

VARIABLES	
INDEPENDENT	**DEPENDENT**
Startup Policies & Programs	**ECONOMIC DEVELOPMENT** • Growth- Increase in numbers. • Creating job opportunities. • Increase exports. • Enhances skill development & community development.
Government Schemes (Venture Capital Scheme, Stand Up India, Pradhan Mantri Mudra Yojana, Atal Innovation Mission, Raw Material Assistance Scheme, Prime Minister's Employment Generation Programme, Support to Training and Employment Programme for Women, Skill Development Initiative etc.)	**MOTIVATIONAL FACTORS** • Social Recognition. • Autonomy. • Self-efficacy. • Self-development. • Money. **KEY FACTORS TO SUCCESS** • Finance. • Marketing. • Personal Traits.

6.3 SCOPE OF THE STUDY

In this study, government policies/schemes, various action plans, list of startup companies of Uttar Pradesh will be studied which are directly or indirectly related to the Startup India program of Government of India as well as Uttar Pradesh, introduced in the year 2016. **The startup units which are at the stage of early traction and scaling will be taken for the sample size of the study.** The manufacturers/traders/exporters of those products that are working, investing in U.P. under the approval of DPIIT as start-up units will also be included in the study. In addition to that, the financial institutions and other government machineries will also be studied.

6.3 UNIVERSE, SAMPLE AREA AND SIZE OF THE STUDY:

The sample area in the proposed study will be taken from the part of western Uttar Pradesh which comprises 6 administrative divisions (out of 18 in Uttar Pradesh) which consist of 26 districts (Out of 75 districts in Uttar Pradesh). Hence, almost one-third part of Uttar Pradesh will be covered in this study. The table given below shows the sample area and number of sample units taken in the proposed study.

TABLE-3: SAMPLE AREA AND NUMBER OF STARTUP UNITS AS ON 24TH MARCH OF THE STUDY

S.No.	Division of Western Uttar Pradesh	District Covered	Stages of Startups (Companies Working)					Universe* (3+4)	Sample
			Ideation(1)	Validation (2)	Early Traction (3)	Scaling (4)	Total (1+2+3+4)		
01	Agra	Agra	62	60	54	19	195	73	73
		Firozabad	05	11	06	00	22	06	06
		Mainpuri	05	05	02	00	12	02	02
		Mathura	10	15	13	04	42	17	17
		Sub-Total (1)					271	98	98
02	Aligarh	Aligarh	15	19	11	05	50	16	16
		Etah	01	01	00	00	02	00	00
		Hathras	03	05	01	01	10	02	02
		Kasganj	01	01	00	00	02	00	00
		Sub-Total (2)					64	18	18
03	Bareilly	Badaun	03	02	00	01	06	01	01
		Bareilly	30	22	09	06	67	15	15
		Pilibhit	02	07	01	00	10	01	01
		Shahjahanpur	02	03	05	01	11	06	06
		Sub-Total (3)					94	23	23
04	Meerut	Baghpat	06	05	03	00	14	03	03
		Bulandshahar	18	07	02	02	29	04	04
		Gautam Buddha Nagar	533	536	550	249	1,868	799	400
		Ghaziabad	284	276	216	90	866	306	153
		Hapur	03	05	02	00	10	02	02
		Meerut	42	66	40	16	164	56	56
		Sub-Total (4)					2,951	1,170	609
05	Moradabad	Amroha	01	00	00	03	04	03	03
		Bijnor	08	00	02	02	12	04	04
		Moradabad	25	23	15	02	65	17	17
		Rampur	04	06	04	00	14	04	04
		Sambhal	01	00	03	03	07	06	06
		Sub-Total (5)					102	34	34
06	Saharanpur	Muzaffarnagar	12	11	07	04	34	11	11
		Saharanpur	26	15	06	06	53	12	12
		Shamli	02	03	03	01	09	04	04
		Sub-Total (6)					96	27	27
		GRAND TOTAL							**809**

Source: https://www.startupindia.gov.in

The above table depicts that in districts where the universe size is more than 100 units, half units will be selected on random basis where as it is less than 100 units, will be taken on census basis.

***Study of Startup units in stage 3 & 4 of Western Uttar Pradesh.**

6.5 SAMPLE DESIGN

TABLE-4: TOTAL NUMBER OF RESPONDENTS

S.NO.	RESPONDENTS	No.
01	Startup units	809
02	Government Official (Central government)	10
03	Government Official (State government)	10
04	Banking Institutions	28
05	Technical Institutions	10
	TOTAL	**867**

The above table shows that the total respondents will be 867 in which 809 responses will be collected from Startup units through structured questionnaire, 10 will be from Government Official (Central government), 10 from Government Official (State government), 28 will be from Banking institutions and 10 will be collected from Technical Institutions through structured interview.

6.6 DURATION OF THE STUDY

The proposed study will be conducted from the year 2016 onwards for analysis purpose.

6.7 COLLECTION OF DATA

To examine and analyze the objectives of the study, both primary and secondary data will be taken into consideration.

- **Primary Data**

Primary data will be collected through a personal interview, structured questionnaires & survey from respondents such as start-up entrepreneur who manages the company.

- **Secondary Data**

Secondary data will be collected from previous studies and research paper. Other sources shall be from Articles in Newspapers (The Hindu, the Times of India, Hindustan Times, The Economic Times etc.), reports, journals, magazines and other related websites (https://www.startupindia.gov.in, https://startinup.up.gov.in, https://crunchbasecom, www.quickcompany.in, www.tofler.in, www.zaubacorp.com, www.companydetails.in, www.instafinancial.com etc.) accessed from time to time during the process of research work.

6.8 RESEARCH METHODOLOGY

TABLE-5: RESEARCH OBJECTIVES WITH METHODOLOGIES

S.NO.	RESEARCH OBJECTIVES	RESEARCH METHODOLOGY (To be followed)
01 02	To study the present scenario of entrepreneurial development in country and study the rationale of startup program in India. To study the government policies and initiatives for startups to find out the awareness level among the educated youth.	For achieving the first and second research objective, the researcher will study the present scenario of entrepreneurial development and said startup program from its inception will be examined. During the process of research, the researcher will study the schemes and policies of government from 2016 onwards to know the status of government commitment towards the support provided to companies with reference to fiscal as well as non-fiscal incentives to find out awareness level among the educated youth. In addition to this, different websites and reports will be accessed and reviewed during the period of study.
03	To analyze the position and performance (Numbers, Capital investment, Turnover, Contribution in Job creation and exports) of startup units in India and State of Uttar Pradesh.	To fulfill the said objectives, the researcher will survey with a structured questionnaire for analyzing the position of selected startup units in the state and after it, their performance impacting will also be studied in an economy.
04	To list out and rank the factors that motivate to educated young generation for start their startup units and necessary for success of startup in reference to Western Uttar Pradesh particularly.	The researcher will be collected data from the owners/directors of startup units, to find out the motivating factors which led them to start their own units and to list out the key factors responsible for the success of their units.
05	To find the challenges or causes for failure of startup (Financial, Technical, Marketing, Managerial, Social, Institutional support) faced by startup entrepreneurs in reference to Western Uttar Pradesh particularly.	For achieving this objectives, again primary data will be used by finding the challenges faced by the startup units.
06	To suggest an action plan to make the startup programs more effective and successful.	Based on the final analysis & results of the data, an action plan will be suggested to achieve the last objective of the study.

6.9 STATISTICAL TOOLS & TECHNIQUES

In the proposed study, the research work will be categorized as both Qualitative and Quantitative. To analyse the collected data, both types of statistical techniques i.e., Descriptive statistics and Inferential Statistics will be used to obtain the best reliable results and inferences. Factor Analysis (CFA), Time Series Analysis, Correlation, Regression Model, Parametric Test (such as z-Test, ANOVA, etc.) and Non-Parametric Test (such as Chi-Square test, Spearman Rank Correlation, etc.) following suitability in proposed research work shall be used for analysing the data as per its nature and requirement.

7. CHAPTER PLAN

CHAPTER 1: Introduction to Startup Program- Government Policies and Schemes.

CHAPTER 2: Review of Literature and Research Gaps.

CHAPTER 3: Research Layout.

CHAPTER 4: Profile of Respondents.

CHAPTER 5: Data Analysis and Testing of Hypotheses.

CHAPTER 6: Findings, Conclusion and Suggestions.

8. IMPLICATION OF THE STUDY

In the proposed study, the researcher will examine the Startup program and will develop a new class of entrepreneurs by volunteering entrepreneurial skills, new ecosystem for industrial development in the county which directly impacts economic development - employment generation, export promotion, new investments, improves standard of living, more outsourcing of services, talent explosion of professionals. This study will prove an immense benefit for the young generation by encouraging them to establish the startup ideas into successful units.

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